LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Claim 1 (canceled).

2. (previously presented) The method according to claim 85, further comprising: providing incentives to the plurality of members from whom the personal trait and preference information was received.

3. (previously presented) The method according to claim 2, further comprising: providing flash advertisements to the user searching the records of the database.

4. (previously presented) The method according to claim 3, wherein the flash advertisements are based on data relevant to the used to search the records of the database.

5. (original) The method according to claim 4, wherein the flash advertisements include advertisements for the purchase of products and services.

6. (previously presented) The method according to claim 5, wherein the flash advertisements are provided to the user searching the records of the database after a threshold of relevance is established between at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information and the products and services advertised.

7. (previously presented) The method according to claim 4, wherein the flash advertisements feature products and services based on the information from the database pertaining to the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information.

8. (previously presented) The method according to claim 5, wherein the flash advertisements feature preference information from the database that is selectively relevant to an advertiser of the products and services.

9. (previously presented) The method according to claim 7, wherein the flash advertisements include Internet links to advertised products and services.

10. (previously presented) The method according to claim 5, wherein the products and services advertised are separately catalogued in the database, and the incentives enable the purchase of selected catalogued products and services.

11. (previously presented) The method according to claim 85, wherein the search criteria does not relate to the user.

12. (previously presented) The method according to claim 85, further comprising:
presenting questions to the user searching the records; and
receiving responses to the questions.

13. (previously presented) The method according to claim 12, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored information in the database.

14. (previously presented) The method according to claim 12, wherein the questions are selectively presented to the user based on the trait and preference data.

15. (previously presented) The method according to claim 85, wherein the personal trait and preference information is received via the Internet.

16. (previously presented) The method according to claim 85, wherein the searching of the records is performed by correlating values related to the traits and preferences identified in

the search criteria so as to return records within a predefined differential from those traits and preferences.

Claim 17 (canceled).

18.   (previously presented)   The method according to claim 85, further comprising:
providing incentives to the plurality of members or the user to recruit others to input personal traits and preferences into the database.

Claim 19 (canceled).

20.   (previously presented)   The method according to claim 85, further comprising:
searching the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the database.

Claims 21-23 (canceled).

24.   (previously presented)   The method according to claim 3, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

Claims 25-27 (canceled).

28.   (previously presented)   The method according to claim 12, wherein the questions are based on the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information.

29.   (previously presented)   The method according to claim 85, further comprising:
modifying the search criteria to include at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, user information, and at least some of the other personal trait and preference information; and

enabling the user to perform another search of the database.

30. (previously presented)   The method according to claim 85, further comprising sending an electronic message to at least one person identified by a record in the database or to a plurality of members identified by a plurality of records in the database.

31. (previously presented)   The method according to claim 85, further comprising providing a message board as a function of one of the search criteria, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of members whose personal trait or preference information is returned as a result of the search.

32. (previously presented)   The method according to claim 85, wherein the records of the database can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

Claim 33 (canceled).

34. (previously presented)   The method according to claim 85, further comprising inputting personal preference information for storage in the records of the database.

Claims 35-38 (canceled).

39. (previously presented)   The method according to claim 85, further comprising:
providing questions as an aspect of searching the records; and
receiving a response to the questions.

40. (previously presented)   The method according to claim 39, wherein the questions are based on the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information.

Claims 41-55 (canceled).

56. (previously presented) The system according to claim 86, further comprising incentives provided to the plurality of members from whom the personal trait and preference information was received.

57. (previously presented) The system according to claim 86, further comprising flash advertisements provided to the user searching the records of the database.

58. (previously presented) The system according to claim 57, wherein the flash advertisements are based on data relevant to the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information used to search the records of the database.

59. (previously presented) The system according to claim 58, wherein the flash advertisements include advertisements for the purchase of products and services.

60. (previously presented) The system according to claim 59, wherein the flash advertisements are provided to the user searching the records of the electronic database after a threshold of relevance is established between the search criteria and the products and services advertised.

61. (previously presented) The system according to claim 58, wherein the flash advertisements feature products and services based on the information from the database pertaining to the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information.

62. (previously presented) The system according to claim 59, wherein the flash advertisements feature preference information from the database that is selectively relevant to an advertiser of the products and services.

63. (previously presented) The system according to claim 61, wherein the flash advertisements include Internet links to the advertised products and services.

64. (previously presented) The system according to claim 59, wherein the products and services advertised are separately catalogued in the database, and the incentives enable a purchase of selected catalogued products and services.

65. (previously presented) The system according to claim 86, wherein the personal preference information includes visual and audio data of the plurality of members.

66. (previously presented) The system according to claim 86, further comprising:
questions provided to the user searching the records; and
responses received from the user to the questions.

67. (previously presented) The system according to claim 66, wherein the questions and responses are further compiled as individual trait and preference information, and added to the stored information in the database.

68. (previously presented) The system according to claim 66, wherein the questions are selectively presented to the user based on the trait and preference information.

69. (previously presented) The system according to claim 86, wherein the personal trait and preference information is received via the Internet.

70. (previously presented) The system according to claim 86, further comprising:
incentives provided to the plurality of members or the user to recruit others input personal traits and preferences into the database.

71. (previously presented)   The system according to claim 86, further comprising:
a search feature enabling a user to search the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the database.

72. (previously presented)   The system according to claim 57, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

73. (previously presented)   The system according to claim 66, wherein the questions are based on the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information used to search the records of the database.

74. (previously presented)   The system according to claim 86, wherein the user interface further modifies the search criteria to include at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, user information, and at least some of the other personal trait and preference information, and further wherein the user interface enables the user to perform another search of the database.

75. (previously presented)   The system according to claim 86, further comprising sending an electronic message to at least one person identified by a record in the database or to a plurality of members identified by a plurality of records in the database.

76. (previously presented)   The system according to claim 86, further comprising a message board that is provided and based on the at least one of the search criteria, the at least some personal trait and preference information, the at least one of the plurality of members, and user information, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of members whose record is returned as a result of the search.

77. (previously presented) The system according to claim 86, wherein the records of the database can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

78. (previously presented) The system according to claim 86, wherein the database comprises a database and a database management system.

Claims 79-84 (canceled).

85. (currently amended) A method for providing first and second search results to a user of an internet site engaged in a search for preference information, the method comprising:

providing a database by a data provider that is operable to send and receive information related to the first and second search results via an internet site;

receiving by the data provider goods and services information ~~from a plurality of sellers of goods and services~~, wherein the goods and services information represents at least branded goods and services ~~available from the sellers~~;

prompting a plurality of users of the internet site to become members of the internet site by exchanging information with the data provider, wherein the exchanging includes personal trait requests and personal preference requests sent from the data provider, and personal trait information and personal preference information sent from the users via the internet site;

wherein the personal trait information includes a plurality of characteristics of the users and the personal preference information includes preferences of the users, including ~~associated with other people,~~ preferences of at least one brand of good or service identified by the users, ~~and degrees to which the at least one brand of good or service are preferred by the users~~;

compiling the personal trait information and the personal preference information received from the users, and storing the compiled personal trait information and the personal preference information in the database;

receiving from the user first search criteria that represents at least one personal trait and at least one category of personal preference information ~~that selectively relate to the searcher~~;

performing a first search of the database as a function of the first search criteria; ~~and~~

retrieving the first search result, wherein the first search result ~~results~~ includes at least ~~some of available~~ personal preference information stored in the database and received from ~~at least one member~~ a first plurality of members, ~~that~~ and further wherein the first search result corresponds ~~directly~~ to the first search criteria;

providing the first search result to the searcher via the internet site;

performing a second search using second search criteria, wherein the second search criteria is received from the user in response to a prompt and relates partially to the first search criteria and partially not to the first search criteria; ~~of the database~~

~~for the~~ retrieving the second search result, wherein the second search result includes personal preference information ~~from~~ stored in the database and received from a second plurality of members, wherein the none of the second plurality of members is included in the first plurality of members;

~~the at least one member and that is at least in part included in the first search result, and further wherein the second search result includes personal preference information from the at least one member or at least one other member and that is not included in the first search result;~~ and

providing the second search result to the searcher distinctly from the first search result information provided via the internet site,

wherein the prompt is provided at least in part as a function of an interest of the data provider.

86.   (currently amended)   A system for providing first and second search results to a user of an internet site engaged in a search for preference information, the system comprising:

a database provided by a data provider that is operable to send and receive information related to the first and second search results via an internet site;

goods and services information received by the data provider ~~from a plurality of sellers of goods and services~~, wherein the goods and services information represents at least branded goods and services ~~available from the sellers~~;

a first prompt to enable a plurality of users of the internet site to become members of the internet site by exchanging information with the data provider, wherein the exchanging includes

personal trait requests and personal preference requests sent from the data provider, and personal trait information and personal preference information sent from the users via the internet site;

wherein the personal trait information includes a plurality of characteristics of the users and the personal preference information includes preferences of the users, including ~~associated with other people,~~ preferences of at least one brand of good or service identified by the users, ~~and degrees to which the at-least one brand of good or service are preferred by the users~~;

further wherein the personal trait information and the personal preference information received from the users is compiled and stored in the database;

a receiving module operable to receive from the user first search criteria that represents at least one personal trait and at least one category of personal preference information ~~that selectively relate to the searcher~~;

a first search module operable to perform a first search of the database as a function of the first search criteria and retrieving the first search result, wherein the first search ~~results~~ result includes ~~at least some of available~~ personal preference information stored in the database and received from ~~at least one member~~ a first plurality of members, ~~that~~ and further wherein the first search result corresponds ~~directly~~ to the first search criteria;

a display mode operable to provide the first search result to the searcher via the internet site;

a second search module operable to perform a second search of the database for the second search result as a function of second search criteria, wherein the second search criteria is received from the user in response to a second prompt, and further wherein the second search criteria relates partially to the first search criteria and partially not to the first search criteria, ~~the second search result,~~ wherein the second search result includes personal preference information ~~from~~ stored in the database and received from a second plurality of members, wherein none of the second plurality of members is included in the first plurality of members ~~the at least one member and that is at least in part included in the first search result, and further wherein the second search result includes personal preference information from the at least one member or at least one other member and that is not included in the first search result~~; and

wherein the display module is further operable to provide the second search result to the searcher distinctly from the first search result information provided via the internet site, and

further wherein the second prompt is provided at least in part as a function of an interest of the
data provider.

87.   (new)   The method of claim 85, wherein the interest is a priority of the data
provider.

88.   (new)   The system of claim 86, wherein the interest is a priority of the data
provider.

89.   (new)   A method for providing first and second search results to a user of an
internet site engaged in a search for preference information, the method comprising:

providing a database by a data provider that is operable to send and receive information
related to the first and second search results via an internet site;

receiving by the data provider goods and services information that is incorporated as data
within the database;

receiving information from a plurality of individuals who have exchanged information
with the data provider, wherein the exchanging includes personal trait requests and personal
preference requests sent from the data provider, and personal trait information and personal
preference information sent from the users via the internet site;

wherein the personal trait information includes a plurality of characteristics of the users
and the personal preference information includes preferences of the users, including preferences
of at least one brand of good or service identified by the users;

compiling the personal trait information and the personal preference information received
from the users, and storing the compiled personal trait information and the personal preference
information in the database;

receiving from the user first search criteria that represents at least one personal trait and
at least one category of personal preference information;

performing a first search of the database as a function of the first search criteria;

retrieving the first search result, wherein the first search result includes at least personal
preference information stored in the database and received from a first plurality of the
individuals, and further wherein the first search result corresponds to the first search criteria;

providing the first search result to the searcher via the internet site;

performing a second search using second search criteria that is at least in part provided to the user as a function of an interest of the data provider;

retrieving the second search result, wherein the second search result includes personal preference information stored in the database and received from a second plurality of the individuals, wherein the none of the second plurality of the individuals is included in the first plurality of the individuals;

and

providing the second search result to the searcher distinctly from the first search result information provided via the internet site.